

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Veterans Services	(2) MEETING DATE 11/26/2013	(3) CONTACT/PHONE Dana Cummings 781-5766	
(4) SUBJECT Request to approve a special certificate of compliance for a one-time subvention funding communications program with the California Department of Veterans Affairs and authorize a budget adjustment in the amount of \$400,000 for Fund Center 186 - Veterans' Services.			
(5) RECOMMENDED ACTION It is recommended that the Board approves and the Chair signs the following agreements, to be returned to the Veterans Service Office for transmittal to the State. <ol style="list-style-type: none"> 1. Authorization of a special certificate of compliance for additional one-time subvention funding for a state wide communications program that San Luis Obispo will be the lead agency. 2. A budget adjustment in the amount of \$400,000 from unanticipated revenue for FC 186 – Veteran's Services (4/5 vote required). 			
(6) FUNDING SOURCE(S) CDVA	(7) CURRENT YEAR FINANCIAL IMPACT \$400,000.00	(8) ANNUAL FINANCIAL IMPACT \$400,000.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input checked="" type="checkbox"/> 4/5th's Vote Required <input type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW <i>Robert D Cone</i>			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Veterans Services / Dana Cummings
781-5766

DATE: 11/26/2013

SUBJECT: Request to approve a special certificate of compliance for a one-time subvention funding communications program with the California Department of Veterans Affairs and authorize a budget adjustment in the amount of \$400,000 for Fund Center 186 - Veterans' Services.

RECOMMENDATION

It is recommended that the Board approves and the Chair signs the following agreements, to be returned to the Veterans Service Office for transmittal to the State.

1. Authorization of a special certificate of compliance for additional one-time subvention funding for a state wide communications program that San Luis Obispo will be the lead agency.
2. A budget adjustment in the amount of \$400,000 from unanticipated revenue for FC 186 – Veteran's Services (4/5ths vote required).

DISCUSSION

The State of California is seeking to allocate \$400,000 in one-time subvention funding to a single county to act as the lead agency for implementing a state-wide communications plan to improve outreach to veterans per Provisional Language for line item 8955-101-0001 of the State Budget Act of 2013. The County of San Luis Obispo will act as the lead agency and will seek proposals from contractors to implement the state-wide communications plan to improve outreach to veterans. The State desires this communications plan to significantly impact attainment of the strategic goals and implementation of best practices, identified in the California Department of Veterans Affairs' (CalVet) report to the Legislature entitled "CalVet and County Veterans Service Officers Strategic Partnership and Best Practices." This report to the Legislature underscored the fact that CalVet and the County Veterans Service Officers (CVSO) are uniquely positioned to be successful by working together through these best practices.

Specifically, this communications program will assist the marketing efforts of the CVSOs by giving them the ability to better connect veterans with needed services and benefits. This program must increase awareness among all veterans in the array of benefits and services available from the Federal, State and local levels, and how they are accessed. This program will increase the visibility and awareness of the services that CVSOs provide, which will help to make the CVSO the lead provider of information and resources regarding veterans benefits and services within the community. This project will also encourage continuous interaction with veterans by using previously implemented programs such as the Veterans County ID card program and the CalVet Connect program.

This project seeks to implement the following best practices:

1. Increase public presence and public awareness of veterans while increasing veterans' awareness of the benefits and services CVSOs provide. Rebrand and re-message who veterans are and the strengths veterans bring to the community and debunk myths regarding veterans and the benefits and services that may or may not be available. - Ensure that we are asking "Have you served in the military?" instead of "Are you a veteran?"

2. Create Public Service Announcements (PSA) to show in the lobbies of the CVSO and other offices such as mental health, social services, and medical services agencies across all levels of government (Federal, State and local).
3. Increase the frequency of press releases regarding veteran benefit information.
4. Develop mass marketing efforts such as movie theater ads, PSAs, bus advertisements, etc.
5. Focus on how to increase awareness of how to locate and connect with their CVSO's benefits and services by veterans and their families from various emerging veteran demographic groups such as women, Lesbian, Gay, Bi-sexual, and Transgender, and veterans impacted by Federal Don't Ask Don't Tell policies.

To administer the contract, the County will be reimbursed 7% (\$28,000) of the cost of the contract to cover the expense of staff, travel and other expenses associated with the administration of the contract.

OTHER AGENCY INVOLVEMENT/IMPACT

The County Administrative Office has reviewed this item and County Counsel has reviewed and approved the agreement as to form and legal affect. The California Department of Veterans Affairs is a state level strategic partner and the California Association of County Veterans Service Officers represents county level strategic partners around the state.

FINANCIAL CONSIDERATIONS

The communications program is being funded by one-time state subvention funds in the amount of \$400,000. \$372,000 of the project funds will be used for the production, distribution and implementation of the communication project. As the lead agency overseeing the contract San Luis Obispo County will be reimbursed \$28,000 (7% of the contract cost) for administrative expenses. These funds will be used by the Veterans Services Department to cover the cost of staff to manage the contract with the selected contractor and to interface with the other agencies involved with the program.

RESULTS

The County Veterans Services Office will oversee the communications project funded from the one-time special subvention funds to create media material to promote veterans services throughout the state. This will contribute to the County's goals of being a Healthy, Livable and Prosperous Community.

ATTACHMENTS

1. Certificate of Compliance for one-time subvention funds communications program
2. 2012-13 State Assembly Budget Subcommittee 4 Budget Report and the Military & Veterans Code, Section 972.1 (d), the CalVet and County Veterans Service Officers Strategic Partnership and Best Practices Manual.
3. Project Description For the California Veterans Communication Project